



STATE OF MAINE
OFFICE OF THE GOVERNOR
1 STATE HOUSE STATION
AUGUSTA, MAINE
04333-0001

February 25, 2022

Paul Bradbury
Portland Jetport
1001 Westbrook Street
Portland, ME 04102

Dear Mr. Bradbury:

I am writing to express my concern about the banner recently placed by PETA at the Portland International Jetport.

Generations of Maine people have formed their lives and livelihoods from our coastal waters, working hard to protect and sustain our valuable marine resources, support our vital coastal communities, and provide world-class fresh seafood to restaurants across Maine for the enjoyment of Maine people and our visitors.

This banner not only falsely portrays an industry with a longstanding commitment to responsible harvesting practices, including the protection of endangered Right Whales, but it also insults hardworking Maine people and undermines a vital and iconic sector of our state's economy. Frankly, it flies in the face of everything we want visitors to know and love about Maine.

The Maine Office of Tourism reports that our unrivaled seafood is a major reason that visitors come to Maine, many of whom first hit the ground here at the Portland International Jetport. In fact, according to the Office of Tourism, Maine welcomed an estimated 15.6 million visitors in 2021, millions of whom support our economy by purchasing the very seafood PETA's banner urges them to avoid.

The first and last impression of Maine for the visitors who travel through the Jetport should extol the virtues and strengths of our state and promote our global reputation as a premier seafood destination – not the opposite.

I do not doubt that the Jetport is committed to showcasing and supporting our state's people, our economy, and our industries, and I appreciate your ongoing work to that end. My understanding is that Clear Channel Airports has exclusive jurisdiction over the marketing rights within the airport terminal and that marketing materials are reviewed by Portland City Officials. I ask that the necessary officials review the appropriateness of these banners, which I strongly believe should be removed and replaced with materials that promote Maine as the great place it is.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Janet T. Mills".

Janet T. Mills
Governor